

**Quarterly Flex Fund Expenditures  
With Incremental Spending Options**

	<u>1Q</u>	<u>2Q</u>	<u>3Q</u>	<u>4Q</u>	<u>Total</u>	<u>% Chg vs. YAGO</u>	<u>Incremental Units</u>	<u>Increase in Promo Volume</u>
<u>1994</u>	5.7	10.5	28.1	49.6	93.9	--	--	--
<u>1995</u>	32.2	16.3	16.3	16.3	81.0	(13.7)	--	--
<u>Option A</u>								
'95 Base w/2 weeks additional Flex in July	32.2	16.3	39.2	16.3	104.0	+10.7	1.8 Bil.	1.3%
<u>Option B</u>								
'95 Base w/4 weeks additional Flex in July	32.2	16.3	78.4	16.3	143.2	+52.5	5.0 Bil.	3.5%

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ws/spending options flex, 5/1/95